

## ***Services/Activities Inventory***

Department: Parks, Recreation, & Tourism - Parks

List those services provided to the citizens by this department. Do not list routine tasks that support functions within the department; i.e., checking the mail.

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1. Manage the mowing and general grounds maintenance operation and outdoor lighting at 88 properties that include county buildings, libraries, fire and rescues facilities, parks, county industrial complexes, select road medians, and county maintained floodplain lots.
2. Manage a complete agricultural program on properties maintained by the Parks Division.
3. Manage a comprehensive maintenance program on 42 soccer fields, 16 football fields, and 56 baseball and softball fields.
4. Perform a comprehensive landscape program at county maintained sites and road medians, which includes weeding, mulching, plant and tree care and replacement.
5. Manage a Shelter Rental Program at county parks including family, company and corporate picnics.
6. Manage a Special Use Permit program for the use of park facilities, ballfields, and open space for Roanoke County leagues, and schools.
7. Manage a Ballfield Rental Program for ballfields rentals that serve non-sanctioned sporting groups.
8. Maintain and develop Sports Marketing Tournaments and Initiatives for Roanoke County that that provide positive economic impact. Manage the AAU, Shamrock Volleyball Tournament, School and Public Distant Runs, Rugby Tournaments, NSA, VSA, and USSA events.
9. Facilitate and support the interaction of the Green Hill Equestrian Committee, Friends of Happy Hollow, Recreation League Presidents Council, Environmental Assessment Team, Greenway Commission, Vehicle Advisory Committee, Safety Committee, and the Roanoke Regional Sports Committee.
10. Manage the Roanoke County Sign Shop to include repairs, replacements, and new road sign installations for all county roads at over 2,500 state maintained intersections, while supporting the E-911 system.
11. Manage the organized support required for all Recreation and Tourism Special Events, Fundraisers, county work order program, and the transporting of surplus property.
12. Manage the Capital Incentive Improvement Fund matching grant program.
13. Manage the CIP program for large-scale park improvements.
14. Manage CMP construction projects for small in-house and contractual repairs to county parks and facilities.
15. Support the County Emergency Operations Plan and the county building snow removal operation.
16. As resources permit, manage a custom sign shop operation for county departmental needs.
17. Manage the distribution of voter machines for the 32 voter precincts.
18. Manage A.D.A. compliance and improvements for county parks and amenities.
19. Facilitate citizen inquiries, suggestions, and complaints concerning county maintained properties.
20. Manage volunteer community service support.

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21. The Youth Services Section provides licensed after school childcare at eight sites and one summer childcare camp. Operation of Craig Recreation Center for community programs, drop-ins, and facility rentals. Youth specialty summer day camps are offered in sports, arts, music, crafts, environmental education, and other special interests. Craig Center youth summer drop-in day camp.
22. Camp Roanoke provides 8 weeks of youth residential summer camps including Drug Awareness Camp, Windows to the World Camps, Adventure Camps, Adventure Treks, and Specialty Camps. Rental facility for community, corporate, and private activities, programs, and services. Offers corporate and community challenge course programs. Provides customized group programming. Offers public programs, classes, and events.
23. The Special Services Section manages the operation of the Brambleton Center as well as the supervision of the Senior and Adult Leisure Services, Therapeutic Recreation, and Teen Center Sections staff. Provides offices and programming space for these program areas. Provides programming space for a wide variety of classes, activities, and special events. Provides community, public, and private rentals of the center. Houses the Virginia Cooperative Extension Services Headquarters for Roanoke City, Salem, and County services. Houses the Teen Center. Provides space for Roanoke County administration and school related meetings and functions.
  - a. The Senior and Adult Leisure Services Section offers a wide variety of public classes, programs, and services at the Brambleton Center for ages 18 & up. Core programs include:
    - i. Educational and informational services.
    - ii. Health and wellness programs.
    - iii. Recreational programs, classes, and events.
    - iv. Social activities and clubs.
    - v. Trips and tours.
    - vi. Offers a series of programs especially designed for senior adults, ages 60 & up.
    - vii. Provides countywide services utilizing the Glenvar Library, Hollins Library, Mason Cove Firehouse, and the Vinton Library for outreach programming.
    - viii. Operates the Walrond Park Senior Center for additional senior adult programs and services.
    - ix. Develops partnerships with local organizations and agencies such as the Area Agency on Aging, AARP, Game and Inland Fisheries, and law enforcement to provide specialized programs such as income tax assistance, TRIAD, defensive driving, hunter safety, boating safety, and support groups.
  - b. The Teen Center provides and operates a teen membership drop-in program for youth in grades 6 – 12. Also provides a wide variety of classes, trips, events, and activities. Also operates Saucers Café. Operates a community internet-capable computer lab for teens as well as adults. Provides a rental program for community, public, and private use of the Teen Center.
  - c. The Therapeutic Recreation programs provide the following:
    - i. Provides programs for individuals with developmental disabilities that include programs for teens, adults, and the youth summer camp program (licensed special needs childcare program).Health and wellness programs.
    - ii. Provides programs for individuals with visual impairments.
    - iii. Provides programs individuals with psychiatric disabilities.

- iv. Provides programs for individuals with head injury related disabilities.
- v. Provides inclusion programs for children with and without disabilities.
- vi. Programs in sign language communication for youth and adults.
- vii. Provides leisure counseling to assist in providing reasonable accommodations in the general recreation program.
- viii. Provides supported opportunities in accessible recreation on an individual client basis.
- ix. Provides accessible formats of department printed material (Braille, audio, and large print).
- x. Consults with staff and consumers in regard to ADA requirements.
- xi. Provides limited door to door or pick up point transportation within Roanoke City, Roanoke County, Salem, and Vinton.
- xii. Provides adaptive equipment as available for department programs and services.
- xiii. Is a contractual service provider for Blue Ridge Behavioral Health in provision of services for individuals with developmental disabilities and psychiatric disabilities.
- xiv. Receives funding subsidies and in-kind support from Roanoke City Parks and Recreation for provision of services to city residents.

24. The Athletic & Lifetime Sports Section offers Adult Spring & Fall Softball Leagues, Adult Fall Touch Football Leagues, Adult Winter Basketball Leagues, Youth and Adult Tennis Classes and Tournaments, Youth and Adult Golf Classes, and Rental of Athletic Fields for Adult Softball Tournaments. The Athletics Section also manages the Burton Athletic Field Complex and Concession Operations, and manages the Youth Athletic Section staff and services.
- a. The Youth Athletics Section provides team sports, clinics, and camps for children ages 6 to 18 to include the following services:
    - i. Winter Basketball Leagues
    - ii. Spring Softball Leagues
    - iii. Spring Baseball Leagues
    - iv. Fall Football Leagues
    - v. Fall Soccer Leagues
    - vi. Fall Cheerleading Teams
    - vii. Fall Cheerleading Olympics
    - viii. National Youth Sports Coaches Clinics
    - ix. Hershey Track and Field Meet
    - x. Annual Roanoke County Soccer Classic Tournament
    - xi. Football Superbowl
    - xii. Youth skill building sports camps.
    - xiii. Works closely with eleven community non-profit recreation clubs in partnership to provide the above services. Manages a once monthly Club Presidents Council meeting and various sport coordinator meetings for training and dissemination of rules, policies, and regulations.
25. The Special Events and Tourism Section provides the following:
- a. Provides county-sponsored major special events.
  - b. Provides county-sponsored minor special events for families and children.
  - c. Provides co-sponsorship support to community sponsored events.
  - d. Develops plans and markets the region to promote tourism initiatives.
  - e. Provides liaison support to Explore Park for development of events and tourism.
  - f. Provides liaison support to various community-wide organizations and agencies.
  - g. Develops sponsorships both in-kind and monetary for development and expansion of events and tourism marketing for Roanoke County and the region.
  - h. Provides assistance to County initiatives, which support tourism and economic development.
26. The Administrative Services Division provides the following:
- a. Manage the department's computer network systems for program registration and facility reservations.

- b. Manage resources including budget, staff, capital equipment and facilities.
- c. Handle special projects.
- d. Develop and maintain division reports, policies, manuals, and procedures.
- e. Develop short-term and long-term objectives.
- f. Public Relations.
- g. Program development and review.
- h. Manage administrative expenditures and budget for the department to include utilities, telephones, office supplies, copiers, computer connectivity costs, equipment replacement and repair, etc.
- i. Manage administrative and clerical support staff for the department to include office support specialist, account coordinator, and secretary.
- j. Manage the budget for the Marketing and Advertising services of the department to include:
  - i. Review all department public information
  - ii. Produce the department's catalog of services and programs on a semester basis.
  - iii. Produce and distribute flyers, brochures, newsletter, and posters.
  - iv. Produce media advertising campaigns including radio, television, billboards, newspapers, and magazines.
  - v. Set up press conferences.
  - vi. Manage the internet and intranet homepages.
  - vii. Develop program and service marketing strategies and annual marketing plan.